Hi, I’m Peter Green
@tptman
Hi, I’m Peter Green

@tptman

I am a professional musician
Hi, I’m Peter Green

@tptman ← That explains my Twitter handle

I am a professional musician
Hi, I’m Peter Green
@tptman

But musicians don’t make a lot of money, and I’ve got one of these:
Hi, I’m Peter Green
@tptman
Hi, I’m Peter Green
@tptman
(The cutest family on the planet)
Hi, I’m Peter Green
@tptman

So I got a day job testing software, and eventually discovered Agile. These days, I have a job that I LOVE:
Hi, I’m Peter Green
@tptman
I am a CST, leading the agile adoption at Adobe Systems
This is Adobe Premiere Pro, a Non-Linear Video Editor

In the original session this was a video about Premiere Pro that had a witty punchline. In the PDF version the video doesn't work, so you only get the punchline. :-(
But not as sexy as a good Scrum adoption story!

In the original session this was a video about Premiere Pro that had a witty punchline. In the PDF version the video doesn’t work, so you only get the punchline. :-(

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A Quick History of Premiere Pro
A Quick History of Premiere Pro

1991

Adobe Premiere

2002

Adobe Premiere 6.0

Adobe Premiere 6.5
A Quick History of Premiere Pro

1991
Adobe Premiere

2002
Adobe Premiere

2003
Adobe Premiere Pro

2008
Adobe Premiere Pro
A Quick History of Premiere Pro

This story starts here
In late 2008, Premiere Pro had some challenges
The open bug curve for the CS4 release

These are months
The open bug curve for the CS4 release

No one kept track of open bugs for the first six months...
The open bug curve for the CS4 release

End Game: Feature Complete to Release
The open bug curve for the CS4 release
The open bug curve for the CS4 release
The open bug curve for the CS4 release

During the end game three team members were hospitalized for exhaustion and other related illnesses.
Many customers were not happy

Customer Reviews

Most Recent Customer Reviews

🌟🌟🌟🌟🌟 It simply does not work!
I am an experienced user (15 years with Adobe), and I upgraded to CS4 directly from Premiere 6.5. It is an extremely unreliable program.
Read more
Published 4 months ago by E. Rabinovich

🌟🌟🌟🌟 This is just a junk!!
I would like to give "-1" if possible! I think people developing this software should be fired because they produce a junk!! Read more
Published 10 months ago by George

🌟🌟🌟⭐️ Photoshop lover who doesn't recommend Premiere
I was a newbie at making videos, and started off last year (2009) with Roxio Video Wave (which I would also highly recommend to anyone starting brand new). Read more
Published on May 26, 2010 by David Lozinski
We had some stiff competition
We had some stiff competition
We had some stiff competition
What should we do?
Another team at Adobe had success with Scrum

Peak bugs reduced to 33% of previous cycle
So Premiere Pro decided to give it a try
The Goal of Scrum: create a transparent system allowing the team to inspect and adapt
I’ll talk about four impediments exposed by scrum, and how we dealt with them.
Then I’ll talk about the overall results of Scrum adoption in three areas:

- the team
- the quality
- the customers
Impediment 1: Communication with remote teams
Impediment 1: Communication with remote teams

Strategy:
Level the Communication Playing Field
Impediment 1: Communication with remote teams
Impediment 2: Breaking down big features

A vertical slice approach is the biggest initial challenge for almost every team that adopts scrum at Adobe.
Impediment 2: Breaking down big features

Strategy:
Connect team with experienced peers, have them slice some real User Stories together
Impediment 3: Working with non-agile teams

Premiere Pro integrated several components and delivered to the Creative Suite team. These teams did not use agile
Impediment 3: Working with non-agile teams

Strategy: Agile release plans
Frequent updates
Communicate, Communicate, Communicate
Challenge: Lots of domain expertise
Three scrum teams
Single Product Owner
Impediment 4: Product Owner Bottleneck

Challenge: Lots of domain expertise
Three scrum teams
Single Product Owner
Impediment 4: Product Owner Bottleneck

Strategy: Product Owner Council made up of domain experts across management and the team

Sheri
Giles
Dave
Paul
Laura
And the results...
Bug Curves Before & After Scrum
Bug Curves Before & After Scrum

Peak bugs reduced to 43% of previous cycle
### Fewer Defects Introduced, Fewer Defects Deferred

<table>
<thead>
<tr>
<th>Release</th>
<th>% of found defects deferred</th>
<th>Average Defects fixed per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premiere Pro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS4</td>
<td>21%</td>
<td>205</td>
</tr>
<tr>
<td>Premiere Pro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS5</td>
<td>16%</td>
<td>185</td>
</tr>
</tbody>
</table>
Bug Curves Before & After Scrum

Adobe Premiere Pro
CS4 vs. CS5

Peak bugs reduced to 43% of previous cycle
The team liked scrum much more after releasing...

- **Difference between 12 months & 18 months**

  If it was up to you, would your team continue using scrum?

  12 mos: 77% respond yes
  18 mos: 80% respond yes

<table>
<thead>
<tr>
<th>0 - Completely Disagree</th>
<th>10 - Completely Agree</th>
<th>12 mos</th>
<th>18 mos</th>
</tr>
</thead>
<tbody>
<tr>
<td>The <strong>quality</strong> of our software has improved since implementing scrum.</td>
<td>6.5</td>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>The <strong>communication</strong> on our team has improved since implementing scrum.</td>
<td>7.2</td>
<td>7.83</td>
<td></td>
</tr>
<tr>
<td>We deliver a <strong>better product</strong> to our customers since implementing scrum.</td>
<td>6.6</td>
<td>7.75</td>
<td></td>
</tr>
</tbody>
</table>
Improved quality & productivity provides options:

<table>
<thead>
<tr>
<th>Software</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Audition</td>
<td>Reduced end game by 8 weeks, a 40% reduction.</td>
</tr>
<tr>
<td>Adobe After Effects</td>
<td>Reduced end game by 10 weeks, a 39% reduction.</td>
</tr>
<tr>
<td>Adobe Premiere Pro</td>
<td>Pulled 1/3 of their team off of end game activities to start working on the next release.</td>
</tr>
<tr>
<td>Adobe Connect</td>
<td>Chose not to reduce end game, but to focus on reducing accumulated technical debt</td>
</tr>
<tr>
<td>Adobe Flash Pro</td>
<td>Reduced end game by 16 weeks, a 66% reduction.</td>
</tr>
</tbody>
</table>
Premiere Pro Improvements in Market Perception

In NA, overall opinion and likelihood to recommend Premiere Pro has also increased among dual users, while ratings of FCP have fallen.

*Adobe Premiere Pro Perception Tracking Global Study Wave 3 2011, Marketing Insights & Operations Team
Questions